

The Conquest Of Cool Business Culture

The Conquest of CoolThe Cultural Career of CoolnessConsumer Culture TheoryUnderstanding Creative BusinessWe Are What We SellThe Rise of the Creative ClassIntroducing the Creative IndustriesHell on WheelsAre We There Yet?Counterculture GreenCultural History of Reading: American literatureMaterial Culture in AmericaCultures of Economy, Economics of CultureNew Class CultureVisualizing a Classless AmericaA Family AffairLiving and Learning with New MediaAdvertising and Consumer CultureBabes in TomorrowlandBetween Self-improvement and Self-destruction Thomas Frank Ulla Haselstein Domen Bajde Jim Shorthose Danielle Sarver Coombs Richard Florida Rosamund Davies David Blanke Susan Sessions Rugh Andrew G. Kirk Gabrielle Watling Helen Sheumaker T. J. Jackson Lears Avrom Fleishman David Alan Gray Murray Pomerance Mizuko It Matthew P. McAllister Nicholas Sammond Jeremy Daniel Kaye

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most people remember the youth counterculture of the 1960s but thomas frank shows that another revolution shook american business during those boom years he shows how the youthful revolutionaries were joined and even anticipated by such unlikely allies as the advertising industry and the men s clothing business halftones tables copyright libri gmbh all rights reserved

cool is a word of american english that has been integrated into the vocabulary of numerous languages around the globe today it is a term most often used in advertising trendy commodities or more generally in promoting urban lifestyles in our postmodern age but what is the history of the term cool when has coolness come to be associated with certain modes of contemporary self fashioning on what grounds do certain nations claim a privilege to be recognized as cool these are some of the questions that served as a starting point for a comparative cultural inquiry which brought together specialists from american studies and japanese studies but also from classics philosophy and sociology the conceptual grid of the volume can be described as follows 1 coolness is a

metaphorical term for affect control it is tied in with cultural discourses on the emotions and the norms of their public display and with gendered cultural practices of subjectivity 2 in the course of the cultural transformations of modernity the term acquired new importance as a concept referring to practices of individual ethnic and national difference 3 depending on cultural context coolness is defined in terms of aesthetic detachment and self irony of withdrawal dissidence and even latent rebellion 4 coolness often carries undertones of ambivalence the situational adequacy of cool behavior becomes an issue for contending ethical and aesthetic discourses since an ethical ideal of self control and a strategy of performing self control are inextricably intertwined 5 in literature and film coolness as a character trait is portrayed as a personal strength as a lack of emotion as an effect of trauma as a mask for suffering or rage as precious behavior or as savvy this wide spectrum is significant artistic productions offer valid insights into contradictions of cultural discourses on affect control 6 american and japanese cultural productions show that twentieth century notions of coolness hybridize different cultural traditions of affect control

the twentieth volume of research in consumer behavior presents twelve chapters selected from the best papers submitted at the 13th annual consumer culture theory conference 2018 the book explores three narrative lines that were prevalent during the conference objects and their doings glocalization and constituting markets

from authors used to operating between the commercial public and independent sectors of the mixed cultural economy understanding creative business bridges the gap between creative practice and mainstream business organisation entrepreneurship and management using stories case studies and exercises it discusses the positioning of creative practice within professional and business development cultural policy making and the wider cultural economy and suggests what the broader field of business and management studies can learn from the informal structure and working practices of creative industries networks consideration is given to how ethical and moral value orientations animate creative practice and how they play into the wider debate about social responsibilities within business and public policy the authors also explore the way creative business practices often coalesce around emergent and self organized networks and how this signals alternative approaches to management entrepreneurship business organisation and collaboration above all else this book is about relationships the practical examples expose the ways creative business can professionalise research develop and sustain routes to growth through open collaborative innovation and the lessons this holds for more general business innovation and policy engagements with the public domain written in accessible language this book will be useful to researchers students educators and practitioners within the creative industries to those working within cultural policy arts and cultural management and to all with an interest in management and leadership

for the last 150 years advertising has created a consumer culture in the united states shaping every facet of american life from what we eat and drink to the clothes we wear and the cars we drive in the united states advertising has carved out an essential place in

american culture and advertising messages undoubtedly play a significant role in determining how people interpret the world around them this three volume set examines the myriad ways that advertising has influenced many aspects of 20th century american society such as popular culture politics and the economy advertising not only played a critical role in selling goods to an eager public but it also served to establish the now world renowned consumer culture of our country and fuel the notion of the american dream the collection spotlights the most important advertising campaigns brands and companies in american history from the late 1800s to modern day each fact driven essay provides insight and in depth analysis that general readers will find fascinating as well as historical details and contextual nuance students and researchers will greatly appreciate these volumes demonstrate why advertising is absolutely necessary not only for companies behind the messaging but also in defining what it means to be an american

world renowned urbanist richard florida s bestselling classic on the transformation of our cities in the twenty first century now updated with a new preface in his modern classic the rise of the creative class urbanist richard florida identifies the emergence of a new social class reshaping the twenty first century s economy geography and workplace this creative class is made up of engineers and managers academics and musicians researchers designers entrepreneurs and lawyers poets and programmer whose work turns on the creation of new forms increasingly florida observes this creative class determines how workplaces are organized which companies prosper or go bankrupt and which cities thrive stagnate or decline florida offers a detailed occupational demographic psychological and economic profile of the creative class examines its global impact and explores the factors that shape quality of place in our changing cities and suburbs now updated with a new preface that considers the latest developments in our changing cities the rise of the creative class is the definitive edition of this foundational book on our contemporary economy

a much needed textbook taking students through both the theory and practice of both studying and working in the creative industries

a fascinating look at the rise and growing popularity of the automobile during the first half of twentieth century america which brought with it a dark undercurrent on the one hand americans embraced the newfound sense of freedom and mobility embodied by the automobile on the other they grew increasingly anxious about and fearful of the enormous threat that cars and car accidents posed to public safety

an entertaining cultural history of the american family vacation during the height of its popularity from 1945 to 1973 reveals the ways in which the ritual of the family road trip for most middle class americans became a way of defining what it meant to be and become american

for many it was more than a publication it was a way of life the whole earth catalog billed itself as access to tools and it grew from a bay area blip to a national phenomenon catering to hippies do it yourselfers and anyone interested in self sufficiency independent

of mainstream america now known as living off the grid in recovering the history of the catalog s unique brand of environmentalism historian kirk recounts how stewart brand and the point foundation promoted a philosophy of pragmatic environmentalism that celebrated technological achievement human ingenuity and sustainable living kirk shows us that whole earth was more than a mere counterculture fad at a time when many of these ideas were seen as heretical to a predominantly wilderness based movement it became a critical forum for environmental alternatives and a model for how complicated ecological ideas could be presented in a hopeful and even humorous way from publisher description

explores what people have read and why they have read it at different times and in different places in america and around the world links key cultural changes and events to the reading material of the period traces reading trends through an exploration of types of texts as well as specific examples of books magazines and political treatises that were influential and or widely read each chapter includes a timeline of events and an introduction to the region time period that point out major events of the time or region that would have influenced what and how people read an overview of reading trends and practices traces key trends in reading practices including the development of lending libraries the rise of the novel and the impact of technology the book also explores the relationship between popular reading materials and cultural change from intro p xi

you can tell a lot about people by looking at their stuff the things they make process and value that is the idea that drives the field of material culture in which scholars explore the meaning of objects of a given society this book is the first encyclopedia to look at the study of material culture and what it reveals about life in the united states jacket

papers presented at an international conference of the bavarian american academy 2002

a new class is emerging in the wake of the information economy and is altering american culture instead of arguing about values in aesthetic taste or morality this book sheds new light on the culture wars by examining the social sources of recent cultural developments both opponents and defenders of the current cultural scene have neglected the class factors in culture generally and in present society if the new class is added to our picture of american society its input into the cultural marketplace helps to explain present trends in postmodernism mixtures of high and low culture and other recent developments both opponents and defenders of the cultural scene have neglected the class factors in culture generally and in present society instead of arguing about values in aesthetic taste or morality this book offers a new perspective on the culture wars by inquiring into the social sources of the argument when a new class is seen to have emerged in the wake of the information economy its effects on cultural taste and style will help to explain both their strengths and weaknesses the book s message is that much of the heat generated in the culture wars may be lowered and clarification obtained by observing a principle in social and aesthetic matters every class has its culture when the social functions of both high and popular cultures are acknowledged it becomes possible to criticize current offerings for their effectiveness or limitations in fulfilling those functions if the new class is added to

our picture of american society its input into the cultural marketplace helps to explain present trends in postmodernism mixtures of high and low culture and other recent developments

the family unit has been a central theme in movies since the earliest days of the medium this anthology brings the subject into sharp focus collecting a range of multidisciplinary perspectives that attempt to directly penetrate the questions raised by the role of family on film

the summary of an ambitious three year ethnographic investigation into the uses of new media in varied settings by american youth

first published in 2000 routledge is an imprint of taylor francis an informa company

examines the place of disney in the changing construction of childhood in mid twentieth centru america

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Introduction

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